

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1 (currently amended): A gum package having giveaway information comprising: a body including a removable end wall that is designed to be removed from the gum package when properly used by the consumer; and

the removable end wall having an inner surface ~~the entirety of which is only visible when no part of which is visible until the end wall is at least partially and permanently removed from the body~~, the giveaway information being immediately visible upon removal of the end wall and by viewing the inner surface. *the removed end wall detaches into a slope des. to transport the endwall*

Claim 2 (original): The package of Claim 1, wherein the body has a rectangular shape.

Claim 3 (original): The package of Claim 1, wherein the body includes a tab that attaches to a ribbon, the ribbon extending around the body, the ribbon tearing the body to remove the removable end wall.

Claim 4 (original): The package of Claim 1, wherein the body is constructed, at least in part, from a flexible foil.

Claim 5 (original): The package of Claim 1, wherein the giveaway information is adapted to inform the consumer whether or not the consumer has won a prize.

Claim 6 (original): The package of Claim 1, wherein the giveaway information includes information concerning an item selected from the group consisting of: a sweepstakes, a raffle, a contest, a coupon and a rebate.

Claim 7 (original): The package of Claim 1, wherein the giveaway information is printed on the inner surface of the removable end wall.

Claim 8 (original): The package of Claim 1, wherein the giveaway information is stamped onto an inner surface of the removable end wall of the body.

Claim 9 (original): The package of Claim 1, wherein the giveaway information is printed onto a separate insert that is located within an area defined by the removable end wall.

Claim 10 (original): The package of Claim 1, wherein the body houses a plurality of sticks of chewing gum.

Claim 11 (currently amended): A package having giveaway information for housing a confectionery product comprising:

a flexible body having inner surfaces defining an interior for housing products and having an end that is removable by a consumer grasping and pulling a member, wherein no part of the inner surface of the removable end is visible until the end is at least partially and permanently removed from the body; and

giveaway information immediately visible by viewing ~~an~~ the inner surface of the removable end.

Claim 12 (original): The package of Claim 11, wherein the member is a tab.

Claim 13 (original): The package of Claim 12, wherein the consumer is able to grasp the tab and tear a portion of the body to remove the end wall from the body.

Claim 14 (original): The package of Claim 11, wherein the giveaway information is printed onto the surface of the end wall.

Claim 15 (original): The package of Claim 11, wherein the body includes a portion that is constructed from a foil.

Claim 16 (original): The package of Claim 11, wherein the body has a rectangular shape.

Claim 17 (original): The package of Claim 11, wherein the giveaway information is located on a separate insert located at the removable end.

Claim 18 (currently amended): A method for providing giveaway information in a chewing gum package without destroying a body portion of the package for holding the gum, the method comprising the steps of:

providing a package including a removable end wall that is designed to be removed by the consumer when used properly;

providing giveaway information on an inner surface of the removable end wall, ~~the any part of the inner surface and the~~ giveaway information only being viewable upon at least partial and permanent removal of the end wall; and

allowing the giveaway information to be immediately viewable without further manipulation of the removable end wall.

Claim 19 (original): The method of Claim 18, including the step of providing a tab for tearing the package to remove the removable end wall.

Claim 20 (original): The method of Claim 18, including the step of printing the giveaway information on an inner surface of the removable end wall.

Claim 21 (original): The method of Claim 18, including the step of stamping the giveaway information on an inner surface of the removable end wall.

Claim 22 (original): The method of Claim 18, including the step of providing the package in a rectangular shape.